

What is claimed is:

SUB A37

1. An information distributing system, comprising:
  - an information distributor side device; and
  - a plurality of audience side terminal unit;
- 5 wherein said information distributor side device comprises:
  - a database for storing a plurality of sets of provided information and
  - seller side information, said seller side information representing attributes
  - of an audience to which an information provider wants to distribute said
  - provided information; and
  - 10 a transmitting means for distributing said plurality of sets to said
  - plurality of audience side terminal units, and
  - wherein each of said plurality of audience side terminal units
  - comprises:
    - receiving means for receiving said plurality of sets from said
    - 15 information distributor side device;
    - comparing means for comparing each item of said seller side
    - information of each set with each item of buyer side information that
    - represents attributes of an audience who has the audience side terminal
    - unit; and
    - 20 selecting means for selecting the provided information paired with
    - the seller side information of which the number of matched items with said
    - buyer side information is the maximum.

2. The information distributing system as set forth in claim 1,  
wherein the provided information is an advertisement.

5 3. The information distributing system as set forth in claim 1,  
wherein said seller side information contains as items at least one of  
the area, zip code, telephone area code, sex, age range, occupation, and  
hobby of an audience to which the information provider wants to provide  
said provided information.

10 4. The information distributing system as set forth in claim 1,  
wherein said buyer side information contains as items at least one of  
the area, zip code, telephone area code, sex, age range, occupation, and  
hobby of an audience who receives said provided information.

15 5. The information distributing system as set forth in claim 1,  
wherein said buyer side information is stored in an IC card attached  
to said audience side terminal unit.

20 6. An information distributor side device, comprising:  
a database for storing a plurality of sets of provided information and  
seller side information, said seller side information representing attributes

of an audience to which an information provider wants to distribute said provided information; and

a transmitting means for distributing said plurality of sets to a plurality of audience side terminal units.

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7. The information distributing device as set forth in claim 6, wherein the provided information is an advertisement.

8. The information distributing device as set forth in claim 6, wherein said seller side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience to which the information provider wants to provide said provided information.

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9. An audience side terminal unit, comprising:  
receiving means for receiving a plurality of sets of provided information and seller side information from an information distributor side device, said seller side information representing attributes of an audience to which an information provider wants to distribute said provided information;

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comparing means for comparing each item of said seller side information of each set with each item of buyer side information that

represents attributes of an audience who has said audience side terminal unit; and

selecting means for selecting provided information paired with the seller side information of which the number of matched items with said buyer side information is the maximum.

10. The audience side terminal unit as set forth in claim 9, wherein the provided information is an advertisement.

11. The audience side terminal unit as set forth in claim 9, wherein said seller side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience to which the information provider wants to provide said provided information.

12. The audience side terminal unit as set forth in claim 9, wherein said buyer side information contains as items at least one of the area, zip code, telephone area code, sex, age range, occupation, and hobby of an audience who receives said provided information.

13. the audience side terminal unit as set forth in claim 9, wherein said buyer side information is stored in an IC card attached

to said audience side terminal unit.

14. An information distributing method, comprising the steps of:

storing a plurality of sets of provided information and seller side  
5 information to a database of an information distributor side device, said  
seller side information representing attributes of an audience to which an  
information provider wants to distribute said provided information;

distributing said plurality of sets from said information distributor  
side device to a plurality of audience side terminal units;

10 causing each of said plurality of audience side terminal units to  
receive said plurality of sets from said information distributor side device;

causing each of said plurality of audience side terminal units to  
compare each item of said seller side information of each set and each item  
of buyer side information that represents attributes of an audience who has  
15 each of said plurality of said audience side terminal units; and

causing each of said plurality of audience side terminal units to select  
provided information paired with the seller side information of which the  
number of matched items with said buyer side information is the maximum.

20 15. The information distributing method as set forth in claim 14,  
wherein the provided information is an advertisement.

16. The information distributing method as set forth in claim 14,  
wherein said seller side information contains as items at least one of  
the area, zip code, telephone area code, sex, age range, occupation, and  
hobby of an audience to which the information provider wants to provide  
said provided information.

17. The information distributing method as set forth in claim 14,  
wherein said buyer side information contains as items at least one of  
the area, zip code, telephone area code, sex, age range, occupation, and  
hobby of an audience who receives said provided information.

18. The information distributing method as set forth in claim 14,  
wherein the buyer side information is stored in an IC card attached to  
the audience side terminal unit.